

Strategic Plan

Framework

Commonwealth of Kentucky

Broadband Planning Program

2012-2013

Version 1.0

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1. Background

A four-year multi-phase KY Broadband Planning Project lasting through 2014 was envisioned to enable realization of broadband availability and utilization goals in the Commonwealth of Kentucky, specifically to maximize affordable access and sustainable adoption and utilization of broadband by Kentucky Commonwealth citizens and businesses. Phase I of the Project- Outreach and Data Collection – began in 2011 and continued through early 2012. The initial phase was developed to engage regional stakeholders in promoting broadband adoption and utilization, and to collect the data necessary to evaluate the state of broadband in the Commonwealth of Kentucky. Phase II of the Project- Data Analysis, Reporting and Planning – began early 2012 with a focus on the development of regional broadband plans using the data collected in Phase I to further the goal of access to affordable broadband service, adoption and utilization by Commonwealth citizens. This Strategic Plan Framework sets the stage for the final Statewide Strategic Plan in early 2012. The Statewide Strategic Plan will incorporate those regional broadband plans - called *Project Area Work Plans* - for each of five *Project Areas* of broadband focus that will be selected during Phase II of the Project.

The current administration's National Broadband Plan has targeted that every American should have access to affordable broadband service by the year 2020. NTIA's State Broadband Data and Development Grant Program Notice of Funds Availability, Docket No. 0660- ZA (July 8, 2009), defines *broadband* as a:

two-way data transmission to and from the Internet with advertised speeds of at least 768 kilobits per second (kbps) downstream and at least 200 kbps upstream to end users, or providing sufficient capacity in a middle mile project to support the provision of broadband service to end users.

The broader Commonwealth of Kentucky Broadband Planning Program derives from the American Recovery and Reinvestment Act (ARRA) of 2009 funding under the State Broadband Data and Development (SBDD) Program, now known as the State Broadband Initiative (SBI), administered by the National Telecommunications and Information Association (NTIA) of the U.S. Department of Commerce, to support certain projects across a five-year period from 01/01/2010 to 12/31/2014. In Kentucky, the Project is the American Recovery and Reinvestment Act - SBDD - Commonwealth of Kentucky Office of Technology. Kentucky's Commonwealth Office of Technology (COT) was Kentucky's designated recipient for the NTIA grant for the SBDD program.

In the execution of the Data Analysis, Reporting and Planning phase of the project, the focus is on working with the identified stakeholders and utilizing the data collected in the first phase to develop comprehensive regional broadband plans in each of five targeted Project Areas. Equipped with information on unserved and underserved areas; with reasons for lack of broadband adoption; with broadband promotion, adoption, and utilization plans; and with policy and investment strategies, the regional stakeholder groups can become vehicles for promoting and facilitating broadband adoption and utilization throughout the Commonwealth of Kentucky. These regional stakeholder groups are expected to be in each of the five targeted Project Areas, and will be called Project Area Working Groups.

2. Mission Statement

The mission of the Kentucky Broadband Planning Project is *to accelerate the expansion of sustainable broadband access, adoption and utilization in the Commonwealth of Kentucky by determining the characteristics of sustainable adoption in Kentucky, and promoting the value of broadband to improve the lives of citizens.*

3. Strategic Objectives

Four strategic objectives have been established for the Project.

- 1) Identify up to five specific areas of need in the Commonwealth - called *Project Areas* - and develop a targeted approach for addressing broadband access, adoption and utilization in these targeted areas.
- 2) In support of the NTIA SBI goal of encouraging sustainable adoption of broadband, determine the characteristics of sustainable adoption and utilization in the Commonwealth of Kentucky.
- 3) In support of NTIA and the Commonwealth's mutual economic development goals, target broadband planning in the selected Project Areas towards utilizing the Internet as an engine for ongoing innovation and economic growth.
- 4) Target broadband planning in the selected Project Areas towards improving the lives of Commonwealth citizens in ways that include: healthcare, workforce development, education, to government services, and business development.

4. Regions

The state will be divided into four or five contiguous geographic areas that when combined comprise the whole state. Initial *Regions* will consist of two or more Area Development Districts (ADDs), with no ADD belonging to more than one *Region*. The *Regions* and their boundaries will be defined jointly by the ADDs and OBOD in the first week of May. Once defined, the Regions will be identified in this section of the Statewide Strategic Plan.

5. Project Areas

5.1. Project Area Selection Process

Up to five *Project Areas* that will become the focus for further analysis, planning, and outreach will be identified and designed during the May 31, 2012 Central Planning Session (CPS) based on following criteria:

1. Relative Broadband Performance (one or more of the following):
 - Poor connectivity, based on Baker maps of un- and under-served areas
 - Low adoption, based on recognized adoption demographic criteria
 - Poor utilization, based on SNG DEi scores

2. Commitment and Capacity of stakeholders
 - Commitment to participate, provide resources (leadership, stakeholders, institutional capacity)
 - Capacity to assist in development of deliverables
 - Capacity to follow through with broadband initiatives
3. Potential for Change
 - Priority issues can be impacted by local and regional resources
 - Changes are measurable, meaningful and appropriate

5.2. Project Area Priorities

Project Area Priorities will be determined during the May 31, 2012 Central Planning Session (CPS), to assist in selection of the *Project Areas*. Sectors and geographies will be examined for consideration of which gaps in broadband utilization or adoption may be selected for targeted focus, and priorities for planning and outreach will be established. Those priorities will be identified in this section of the Statewide Strategic Plan.

5.3. Selected Project Areas

The *Projected Areas* selected during the Central Planning Session will be identified in this section of the Statewide Strategic Plan.

6. Scope of Work Documents for each Project Area

Project Area Scope of Work documents that include priority issues and geographic boundaries will be developed during the Central Planning Session for each *Project Area*. Those Project Area Scope of Work Documents will be provided in this section of the Statewide Strategic Plan.

7. Broadband Profiles for each Project Area

Broadband Profiles that provide detailed analysis and recommendations at the *Project Area* level will be developed for each Project Area. The profiles will focus on issues and sectors identified in the Central Planning Session. The Project Area Broadband Profiles will be provided in this section of the Statewide Strategic Plan.

8. Metrics for each Project Area

Metrics for measuring success of project execution against project planning and goals will be defined, as will the means of measurement for each of the Project Areas, based on the broadband profiles and scope of work parameters. Once defined, the metrics for each of the Project Areas will be provided in this section of the Statewide Strategic Plan.

9. Work Plans for each Project Area

Following the Initial Project Area Workshops that will be held in each Project Area in the fall, draft work plans for each Project Area will be developed, with an anticipated delivery of December 2012. Final versions of Project Area Work Plans will be completed after the Follow-

up Project Area Workshops in early 2013. The final Project Area Work Plans will include project goals, a roadmap for achieving project goals that identifies opportunities, costs and benefits of proposed broadband initiatives, and a high-level action plan for implementing the roadmap. In the final Statewide Strategic Plan, the final Project Area Work Plans will replace the earlier draft versions in this section.

10. Glossary

Included in this section are definitions for several terms appear in the Strategic Plan.

Regions The geography of Kentucky will be divided into four or five contiguous geographic areas called ***Regions***, that when combined comprise the whole state. Initial ***Regions*** will consist of two or more ADDs, with no ADD belonging to more than one ***Region***. The ***Regions*** and their boundaries will be defined jointly by the ADDs and OBOD in May, prior to the Central Planning Session.

Projects Areas are selected geographic areas of focus, targeted for forward-looking broadband planning within the ***Regions***, with no more than five total ***Project Areas***. The ***Project Areas*** will be selected during the Central Planning Session.

A **Project Area Scope of Work (SOW)** describes the targeted area of focus. It provides priority issues, boundaries (geographic or other), next steps and working group members for the selected ***Project Area***. One such SOW will be developed for each selected ***Project Area***.

A **Project Area Work Plan** will be developed for each ***Project Area*** and will include Project Goals, a road map that identifies opportunities, costs and benefits of proposed broadband initiatives, and a high-level action plan for implementing the road map. Draft ***Project Area Work Plans*** will be developed following the ***Initial Project Area Workshops*** in the fall with an anticipated December 2012 delivery; final ***Project Area Work Plans*** will be completed after the ***Follow-up Project Area Workshops*** in early 2013.

Potential for Change refers to the potential for a project in a prospective ***Project Area*** to produce measureable benefits; i.e., changes in broadband availability, adoption, and/or utilization in the three-year project period.

Commitment & Capacity of Stakeholders refers to ***Region*** participants who, from a resource perspective can be available, and are willing to commit to performing the work required to develop and carry out a ***Project Area*** work plan that will result in measureable change in broadband utilization during the project period.

Project Area Working Group is that group of individuals committed to working on targeted broadband planning and outreach for a selected ***Project Area***, primarily during the second half of 2012.

IPA & FPA Workshops refers to ***Initial Project Area Workshops*** and ***Final Project Area Workshops***, respectively that will be held in each of the selected ***Project Areas***, with the ***IPA Workshop*** in the fall, and the ***FPA Workshop*** in January 2013.